



D. The Value of Surveys and Reports

Surveys and reports provide an invaluable feedback loop between WSDOT and grant recipients. WSDOT uses the results of such efforts to make sure that all state and federal funds are put to the best and highest use. In so doing, this provides the justification for continuation and possible expansion of the public transportation grants program over time.

For transportation providers, surveys and reports are tools that can be used to identify new services, improve existing services, and justify public investment.

Discussion Questions:

1. How have you conducted surveys in the past?
2. How effective was that tool?
3. What are some alternative sources of information?
4. Are there others tools that haven't been mentioned?
5. How do you insure public accessibility to surveying efforts?
6. What is value of quantitative vs. qualitative data? What about the use of anecdotal information?
7. Is raw data meaningful/valuable in and of itself?
8. What should happen with the data once it's collected?
9. How does consistency/comparability of data impact program evaluation? (i.e. consistent methodology, standard definitions, etc). How should the data be compared?

Notes from March 13 Work Group

Work Group D, discussed these issues on surveys and reports:

- Will Public Transportation and Commute Options be changing the current reporting process?
- Standardization is important
- Need definitions
- Survey
 - Success from the customers point of view
 - Add questions to current transit surveys
 - Focus of questions
 - What is effective?
 - Importance of wording of survey
 - Random calls to customers
- WSDOT
 - Provide training or assistance to smaller systems
- Consistency statewide
 - Need core elements to be the same
- What is the purpose of the data provided?
 - Baseline to compare project to itself
- Coordination and how funding is being used
- Ask customers what they think is important
 - Make it simple for customers
 - NO ACRONYMS
- Values in numbers
- Surveys may not be needed for all projects depending on they type
- How do we report survey results?
- Grant should spell out how to report upfront
- Fiscal data
 - How is state spending funds?
- Ask customers how they felt about last trip
- Query to transits and brokers for survey samples and best practices